

National Film Bodies Gain Flexible Access to Audience Insight

with TRACK Distribution

National Film Agencies

National film agencies are public bodies responsible for understanding, supporting, and reporting on film performance within their territories. Their needs differ fundamentally from commercial operators, with a stronger emphasis on accountability, reporting, and long-term cultural impact.

TRACK Distribution is usheru's audience insight platform, providing national film bodies with a comprehensive view of theatrical and streaming performance across their film and TV catalogues, supporting reporting, analysis, and strategic decision-making.

TRACK Distribution is already used on an ongoing basis by a range of national organisations, including Telefilm Canada, the Swedish Film Institute, and the Netherlands Film Fund, supporting audience insight and market understanding across both national and international contexts.

Objectives

National film agencies typically require audience insight to:



Support annual and end-of-year reporting



Inform strategic reviews and policy decisions



Strengthen evidence-based conversations with funders, government and stakeholders



Improve internal understanding of performance and reach



Access to this level of audience insight within a defined timeframe allowed us to obtain a broader market perspective of Estonian films. For a limited production capacity country it is a valuable opportunity without committing to a long-term licence.

Karlo Funk
Estonian Ministry of Culture

However, these needs are often time-bound. **For smaller territories in particular, long-term platform licences are not always proportionate or practical.**

The objective was to enable access to robust, credible insight when it is most needed, without forcing long-term commitments.

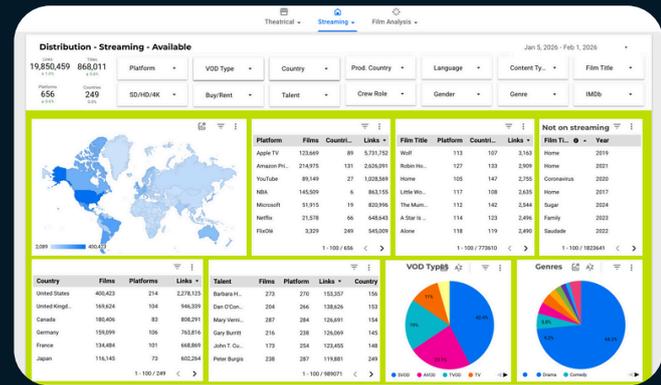
Solution



In response, usheru developed a flexible access model to TRACK Distribution, **designed specifically for national film bodies with defined reporting or planning windows.**

This approach:

- Provides short-term, time-limited access to TRACK Distribution
- Focuses on exportable, report-ready insight
- Maintains the same analytical standards used by larger national organisations
- Aligns scope and cost with the scale and timeframe of the territory
- Crucially, the flexibility sits in the licensing structure, not in the quality or depth of insight.



Results

Through this model, national film agencies are now able to:

- Integrate audience insight into annual or strategic reporting
- Improve internal alignment around performance and reach
- Strengthen external narratives to funders, partners, and policymakers
- Access insight typically associated with larger markets

This model enables national film bodies of different sizes to participate meaningfully in data-led decision-making, without lowering standards or forcing unsuitable long-term commitments. This flexible engagement has also served as a low-risk entry point into deeper, longer-term use of audience data.